

**REMARKS**

**Status of Claims:**

Claims 1-33, 35, 38, 42, 45, 49, and 52 remain cancelled. Claims 34, 37, 41, 44, 48, and 51 are currently amended. Claims 55 and 56 are withdrawn.

Thus, claims 34, 36, 37, 39-41, 43, 44, 46-48, 50, 51, and 53-56 are pending in the application and, of those claims, claims 55 and 56 remain withdrawn. A detailed listing of all claims that are in the application is presented with appropriately defined status identifiers.

**Claim Rejections:**

Claims 34-38, 39-44, 46-51, and 53-54 are rejected under 35 U.S.C. 103(a) as being unpatentable over Nakamura (U.S. Patent No. 5,987,424) in view of Kenney (U.S. Patent No. 5,515,424).

Claims 35, 38, 42, and 49 were previously cancelled. With respect to claims 34, 36, 37, 39-41, 43, 44, 46-48, 50, 51, and 53-54, as amended, the rejection is respectfully traversed.

Independent claim 34, as amended, recites a portable communication terminal, comprising:

“a registration request means for issuing a registration request for advertisement information broadcast from an advertisement information broadcast server according to operation of the portable communication terminal;

a receiving means for receiving advertisement information which is broadcast from said advertisement information broadcast server based on said registration request;

a display means for displaying said advertisement information received by said receiving means; and

a registration cancellation means for requesting to stop broadcasting said advertisement information from said advertisement information broadcast server according to operation of the portable communication terminal;

wherein said display means automatically displays said advertisement information on a standby screen from the issuance of the registration request by said registration request means to the request for stopping of the broadcast by said registration cancellation means, when the portable communication terminal is in a standby state." (Emphasis Added).

Neither Nakamura nor Kenney, alone or in combination, discloses or suggests a portable communication terminal as claimed in the present independent claim 34. The Office Action points to step 1303 of Nakamura as teaching a registration cancellation means for requesting to stop broadcasting the advertisement information from the advertisement broadcast server. (Office Action; page 4, lines 3-6).

However, step 1303 of Nakamura suggests that the subscriber telephone set 1 may perform a dialing operation for temporarily stopping the advertisement broadcast service that is provided on a monthly contract basis (*see* Nakamura col. 24, lines 42-47). Thus, any combination of Nakamura with Kenney can bring about nothing more than that the advertisement broadcast service provided under a monthly contract on the standby screen of the subscriber telephone set is stopped temporarily within the valid period of that contract.

In contrast, embodiments of the present invention provide for the advertisement information to be displayed, in response to an operation on a portable communication terminal, on its standby screen over a time interval from an issuance of a registration request by the registration request means to an issuance of a request by the registration cancellation means to stop broadcasting the advertisement information. Thus, embodiments of the present invention allow a subscriber to operate a portable communication terminal for setting two timings, namely the beginning and ending timings of the advertisement broadcast service provided to the standby screen of the portable communication terminal, so that the subscriber can enjoy the service only as needed and only as desired.

Therefore, independent claim 34 is neither disclosed nor suggested by the Nakamura and Kenney references, alone or in combination, and, hence, is believed to be allowable. The Patent Office has not made out a *prima facie* case of obviousness under 35 U.S.C. 103.

Independent claim 41, as amended, is believed to be allowable for similar reasons as the reasons discussed above with respect to claim 34. Also, independent claim 48, as amended, is believed to be allowable for similar reasons as the reasons discussed above with respect to claim 34.

The dependent claims are deemed allowable for at least the same reasons indicated above with regard to the independent claims from which they depend.

**Conclusion:**

Applicant believes that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by the credit card payment instructions in EFS-Web being incorrect or absent, resulting in a rejected or incorrect credit card transaction, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

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